



07-15-09

10/11/09

JTW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Sanders, et al.

Application No.: 10/776,069

Filed: 2/11/2004

Title: An Improved Internet Directory System

Attorney Docket No.: 50160

Art Unit:
2168

Examiner:
Jay A. Morrison

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

07/16/2009 LNGUYEN1 00000001 10776069
RESPONSE TO OFFICE ACTION
FC:2202
Mailed April 15, 2009
26.00 OP

Dear Sir:

In response to the Office Action of April 15, 2009, please amend this application as follows:

In the claims:

Please amend the claims in accordance with the attached claim amendment sheets.

Status of the Claims

In regard to the two independent claims, claims 1 and 22, words have been added, rearranged and removed to enhance clarity and readability. E.g. unnecessary redundant "at least"s have been removed.

In particular, claim 1 has further been amended to recite:

- (1) In the first element, the CDWs are now recited as organized by lower-level categories and subcategories. See Figure 2. The "business model element" has been analogously amended to recite standards of operation including uniform organization, which in turn relates back to the CDWs being organized by lower-level categories and subcategories.
- (2) The "mark" element has been amended to clearly indicate that the term "mark" is being used in the sense of a valid "Service Mark," with its legal implication of capacity to indicate a unique source; that the mark is displayed by the lower-level directories; that the mark is common to the hundreds of CDWs; and that the mark is licensed, a legally inherent feature of a valid shared service mark.
- (3) The business model element has been amended to clarify that the business model is imposed by the DP or System; that it includes standards of operation including "uniform organization" (which relates back to the lower-level category system of organization) and